



NORTHWEST HUMAN RESOURCES MANAGEMENT ASSOCIATION

Board Members

☒ Patty Hickok
☒ Lisa Snively
☒ Patty Billingsley
☒ Gayle Young

☒ Renee Larsen
☒ Jeanne Haave
☒ Ophelia Yan
☒ Vacant

☒ Lisa Dean
☐ Mary Nance
☒ Melissa Vigil
☐ Theresa Chow

☒ Nancy Miller
☐ Lindsey Castle
☐ Dianna Gould
(non-voting)

Guests: Dawn Jansen, Jubilee Vigna, Natalie Miller, Anne Sakumoto

Eight members constitute a quorum

Meeting Minutes

February 19, 2015 | 1:00PM | Phone Conference Call
1-800-745-6370 | Passcode 774294

CALL TO ORDER AND WELCOME

The meeting was called to order at 1:00PM by President Patty Hickok.

MEETING FACILITATION AND DISCUSSION

2015 NHRMA Conference Update

Dawn Jansen discussed the upcoming NHRMA conference and the need for carpet to be placed to reduce noise. The conference committee is requesting an additional \$3950 or \$7550 to cover cost of the carpet rental. Patty H. deferred to the committee as to which option they prefer. The NHRMA board needs to approve the additional cost. Patty H motioned the board approve additional cost for the carpet. Jeanne H seconded the motion. Motion was carried and approved by the board.

Natalie Miller discussed a change in the luncheon concept for the conference, a “sponsor” focused, less formal format that allows for networking and more interaction. Also, the committee would like to invite additional attendees (chapter presidents and state council directors) to the luncheon which will increase attendance and networking opportunities. Several meeting attendees discussed the pros of encouraging this networking opportunity. Patty H asked if anyone on the call objected, no one did, so she suggested the committee may move forward with their suggestions.

Upcoming NHRMA Conferences:

2017 The Bend chapter (HRACO) has stepped up and bid to host the 2017 conference. Patty B motioned to approve HRACO to host. Lisa D seconded the motion. Motion was carried and approved by the board. Lisa S suggested that the location be considered carefully to accommodate attendance. Sunriver Resort may be too limiting. The Riverhouse Hotel and Convention Center may also be an option.



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SECRETARY

January 16, 2015 minutes were presented for approval via email on February 17, 2015.
Motion made by Patty Hickok. Second by Nancy Miller. Motion passed via electronic vote of 9 approvals.

TREASURER

None submitted.

AWARDS AND RECOGNITION

NHRMA Award Amended Language

Patty H motioned Nancy seconded to update the language of the NHRMA Distinguished Member award to say that board members who win an award have an additional 2 years to use the award after they complete their (3 year) term on the NHRMA board.

COLLEGE RELATIONS

Ophelia is working on details for the upcoming student case competition conference. Ophelia visited Willamette and Western Oregon University campuses to see who is interested in attending a conference and discuss how students can be involved in the HR profession. She is currently working with Stephanie Gillette (PHRMA) to get volunteers to help with the student conference.



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NHRMA 2015 CONFERENCE REPORT

Workshop tracks:

We are doing some different formats for the concurrent sessions this year. Below is a description of the different formats, and an analysis of how many sessions of each format we have. Some of the workshops will use more than 1 format – for example, a workshop can be a Starter for newbies in the Small Bites (Ted Talk) format.

- Starters – workshops for those who are in the early years of their careers, or for those who are new to the subject matter.
- Small Bites – Ted Talk type presentations on cutting edge topics.
- Food Carts – Workshops where the audience tweets and texts questions and comments to the presenter.
- Master Chef – workshops for HR executives presented by HR executives.
- Cooking Techniques – In depth exploration of complex issues we face in today's business environment
- A La Carte – round-table based workshops with heavy audience participation and networking
- Hot From the Grill – traditional workshops on cutting edge topics with fresh content.
- Smorgasbord – Panel Discussion

Analysis of sessions by tracks and content

	<u>preconf</u>	<u>Mon</u> <u>3:15</u>	<u>Tues</u> <u>10:30</u>	<u>Tues</u> <u>1:00</u>	<u>Tues</u> <u>3:30</u>	<u>Wed</u> <u>8:30</u>	<u>Wed</u> <u>10:30</u>	<u>Total</u>
Master Chef	2	3	2	2	1	2	1	13
Small Bites	0	0	2	0	3	2	2	9
a la carte	0	1	1	1	0	1	1	5
cook tech	0	2	1	1	1	3	2	10
Hot off...	0	4	1	3	0	2	1	11
Starters	0	0	1	0	1	1	2	5
Smorg	0	1	0	1	1	0	0	3
Food Carts	0	0	0	0	0	0	1	1
Leadership	2	1	2	1	0	2	1	9
Legal	1	2	2	2	1	1	0	9
Labor	0	1	0	1	1	1	1	5
Org Eff	2	0	1	0	1	0	1	5
Strategy	1	1	0	1	2	1	0	6
Global	1	1	1	1	0	0	1	5
Work Plan	0	0	1	0	3	2	2	8
Rewards	1	0	0	1	0	0	0	2

Conference MC:



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Mindy Harter, VP of HR for Leatherman Tools has agreed to serve as Conference MC. She received the 2012 Business Journal HR Leadership Award for medium companies.

Tuesday Evening Events:

Experience Portland!

Epicurean Excursion Walking Tour (\$50) – walk to about 6 local venues to sample local food and drink items.

McMenamins Cosmic Tour (\$45) – bus to Edgefield and Kennedy School – appetizers, beer and wine tastings.

Supper Club Dining Experience (\$55) – “Underground Dining” four-course meal, including dessert, local wines, beers, coffee and tea.

Urban Winery Tasting (\$30) – ENSO Winery, includes small bites paired with wines.

Bohemiam Salsa Experience (\$35) – Vie de Bohème, a European-styled venue with Old World bohemian spirit featuring food, wine, live entertainment and salsa lessons.

We plan to have a restaurant guide available for folks to meet up for dinner Monday night after the Reception in the Exhibit Hall.

Sponsorship, Tradeshow and Advertising:

We have \$57,706 raised so far – over 1/3 of our budget for the tradeshow (\$161,075).

HRCI credits have been requested for breakout sessions, currently under review.

We still need a sponsor for the mobile app – any leads will be greatly appreciated.

Carpet for Exhibit Hall:

Apparently we didn't budget for carpet in the exhibit hall. It is a large space with high ceilings and echoes when empty. Granted, the exhibitor booths will absorb much of the sound, however, with shoes clicking on the floor, and people talking, it will likely become quite noisy in there. Not only could that be challenging for attendees, but it can take away from the exhibitor experience, if they have to speak loudly to everyone stopping by their booth in order to be heard. We want to be sure our exhibitors have a good experience – they pay good money for their booth and we want them to continue to support our conference.

We are considering a non-traditional floor plan to enhance networking and flow. This floor plan requires that the entire space be carpeted at a cost of \$7550. If we go with a more traditional floor plan, they can carpet just the aisles, at a cost of \$3950. The committee is quite confident that we will bring in more money than is budgeted, and are expecting to save costs in other areas to cover this additional expense. We would need to sell 6 additional standard booths to cover the cost to carpet the entire space. If for some reason we are unsuccessful, we propose that PHRMA and NHRMA split the cost of the carpeting. A decision is needed by the first of March.

Sponsor Luncheon:

We would like to do something different than the sit-down luncheon with the sponsors and NHRMA Board. We thought that it might be more valuable to the sponsors to have more opportunity to network with the leaders of our organization, including the NHRMA Board, current Conference Co-chairs and Sponsor/Tradeshow Chairs, 2016 Conference Chair(s) and Sponsor/Tradeshow Chairs, Chapter Presidents and State Council Directors. We propose a buffet of finger foods where people can mingle and network before and after lunch and sit where they choose to eat. We could have a set time for a presentation by the NHRMA President, Partnership Director, 2015 Conference Co-Chairs, and 2016 Conference Co-Chairs, and the sponsors could come and go as necessary. By expanding the invitees to include Chapter Presidents and State Council Directors, we realize that we will be over budget for this event, but believe it will be more meaningful and valuable for the sponsors. I believe there are 20 Chapters



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and 3 State Councils. The preliminary cost for this format, for food, is \$32.00 per person so this would adding these additional 23 invitees would increase the costs by approximately \$736. Of course, not all would attend...

FOUNDATION

None submitted.

PROFESSIONAL DEVELOPMENT

None submitted.

COMMUNICATIONS

- Articles and photos submitted for the 1st NHRMA newsletter of 2015 have been sent to the Print Shop, and a proof is in final review (as of 2/16/15).
- Job postings and resumes submitted for posting are being done; no issues to report. In addition, I e-mail people who have had job postings up for more than 35+ days to ask if they want to continue to post the job or if it's been filled and they would like the posting deleted.

ALASKA STATE COUNCIL

- **VOTE:**
Nancy Miller requested the NHRMA board to consider donating back 20% of the profit from the 2015 Alaska HR Academy. The total profit was \$23,750.35 (\$4,750.00) back to the Alaska State council. Lisa S asked why this is happening at this time. Patty B said that it may not be fair to other state councils that this request was made after the fact. Vote by board members 4 yea and 4 nay votes. Patty H voted yes to break the tie. Request and motion passed.
- **UPDATE:**
 - The 2015 HR Academy Alaska was a great success! We had 74 attendees and we sold out two weeks prior to the event! The survey comments were very positive. Thank you everyone who volunteered their talents to the wonderful event.
 - The Alaska State Council had a booth at the Diversity Job Fair on February 13. This was the first time we have been involved with this event. We are looking into the possibility of providing onsite training for job seekers like we do for the Veterans Job Fair in the fall.
 - Our webinar series continues with programs in January and February.
 - We had our first teleconference meeting in January and our in person strategic planning meeting Saturday, February 21.



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- Our State Council partnered with the Anchorage Chapter to hold a SHRM Certification Introduction program and networking event on Friday, February 20. We are very lucky to have Dianna Gould here in town to educate our members on the new certifications.
- Our Workforce Readiness Director assisted in finding volunteer judges for the interview and speech portions of the Alaska Academic Decathlon. The event is held in Anchorage in February and students come from all areas of the state to compete in this exciting competition.

OREGON STATE COUNCIL

• REPORT

Melissa Vigil gave the OSC report. Melissa asked the board for input on how to proceed when a non SHRM member applies for scholarship funds from a state council. Lisa S. and Gayle researched their files and did not have any guidelines for what process had been done by OSC in the past few years. Lisa S and Gayle recommend that Melissa take the question back to the OSC directly and have them (vote) decide on updated criteria if they cannot find any historic documents regarding the process.

• LEGISLATIVE AFFAIRS in OREGON

Jill Faughender, OSC's Legislative Affairs Director, has worked really hard in January leveraging the timing of the February 2, 2015 Oregon State legislative session start date by getting communication out Oregon SHRM Members. On February 3, 2015 a legislative e-blast was sent out to 2,749 Oregon members encouraging HR professionals to reach out to their legislators and take action on the following topics: Minimum Wage, Paid Sick Time, Pay Equity, Workplace Flexibility and other miscellaneous employment related bills. The e-blast contained an editable template letter to connect with legislators. One day after the e-blast went out, the following metrics were captured:

- Total Emails Opened: 1,216
- Total Click Throughs: 64
- Emails sent to OR Legislators: 12
- Total Advocates Signed up: 6

• ANNUAL CONFERENCE UPDATE

Our annual Employment Law Conference is scheduled for March 5, 2015. Registration closed on January 30th and headcount is 235 which is similar to past years. We have implemented a student rate for full time students at ONLY \$100. The conference will be located at the MAC Club in Portland. OSC partners each year with law firm Stoel Rives in a jointly beneficial arrangement. This is OSC's largest money maker and education offering of the year. Each chapter receives one free registration to use however they choose usually resulting in SHRM Foundation. ToDispute Resolution & Settlement Americans with Disabilities Act (ADA), Wage & Hour; Off-duty Conduct , HR Investigations, Agency Complaints, Significant Labor Updates, and Employment Hot Topics.



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WASHINGTON STATE COUNCIL

- -2015 Initiatives are all set & moving along, our real focus is membership & certification this year
- Annual Employment Law & HR Conference is March 27th at Meydenbauer Center and there will be a social networking event the evening prior. Information available at <http://wastatecouncil.shrm.org/2015-washington-state-employment-law-conference>
- Our HR Day on the Hill event (in January) was a huge success with over 100 participants this year. Fabulous speakers and we are planning to grow this event so participants have more interaction with representatives of their districts.
- Our Treasurer, Pam Gibbons, will be resigning the beginning of the summer so we are currently seeking a Treasurer. We have hired a CPA firm to handle taxes & transactions so the Treasurer will mainly be the one preparing reports for meetings, approving reimbursements and the main liaison between the CPA & the board. Please notify me if you know of anyone who might be interested.

SHRM REPORT

*Attached to these minutes

PAST-PRESIDENT

- Mindy Harter from Leatherman Tool has agreed to be the Master of Ceremonies.
- All three keynote speakers have been confirmed (we approved them in January).
- Natalie and Dawn, Conference Co-Chairs, will join our February meeting to address questions we may have about the extra expense the committee is suggesting for carpet for the Tradeshow.
- In past years we have held a Sponsorship Lunch just prior to the opening of the tradeshow. The NHRMA Board attends and this was an opportunity to thank major sponsors for their support of the conference. Some sponsors would not attend because they were still setting up their booth for the tradeshow opening and at times there were more Board members than sponsors. The Conference committee asked me if the Board might have any problems with more of a meet and greet luncheon reception format rather than a plated lunch. It would include Sponsors, the NHRMA Board and Chapter Presidents. I gave them the go ahead and CS is working on a proposal of how that event would look and what the costs would be.
- We discussed the student event at the conference. I explained that NHRMA is now hosting a student conference in 2015 so we although we still would like a room for the students at the NHRMA Conference we weren't sure how/if the students would use it. The general consensus was that students may not be interested in networking with each other and that the conference should look for ways to foster networking with HR professionals rather than other students.



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The committee is going to poll the students at the student conference for their thoughts on the proposed ideas and report back at the May meeting.

- March...workshop content and HRCI and SHRM credit information will be posted to the website. Online registration will open. Link for complimentary registration will be sent to qualifiers (including NHRMA Board)

PRESIDENT-ELECT

None submitted.

PRESIDENT

NHRMA PRESIDENT'S REPORT February 2015

Fantastic Work in Just One Month!

Thanks to everyone for your hard work this past month to advance our agenda for 2015. Documentation, meeting minutes, multiple check requests and very fast payments, marketing, conference hosts, transitioning to managed HR Academies for WA/OR, increasing social media presence, student conference, 2015 conference work and more! I very much appreciate everyone's energy, motivation and enthusiasm!

BOD Resource Manual

Manual has been updated per the revisions recommended at January meeting. Revised version is on the board-specific url and on the app.

Social Media

Facebook likes have increased by 23% (514 on Jan 17 to 632 as of Feb 14). Great boost from AK HR Academy – 41 new likes. Facebook page was promoted and \$10 gift cards were given to any new likes on day 1 of academy. Suggest to do that at all the upcoming academies.

Conference Marketing Materials

Prepared and distributed to Washington State Council. Document uploaded on website and app for reference.

NHRMA Advantage Presentation

Updated with specific state information. Revised file on website.

Conference Hosts

- 2016 – South King County has submitted interest to host the conference. Deadline is March 1 to submit. Vote may be by email unless we find out that the other chapter(s) are not interested in bidding.
- 2017 - Human Resource Association of Central Oregon, HRACO submitted bid to host conference in Bend, Oregon.



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ACTION ITEMS

UPCOMING DELIVERABLES

Area	Action	Responsible	Due Date	Status	Completed
NHRMA Education	Webex orientation for new board members and State Council Directors/ Director-Elects	Patty	3/18/2015	In Progress	
Communications	Social Media campaign, analytics, postings mappings	Jeanne H and Patty H	3/18/2015	In Progress	
Communications	Newsletter - investigate paper format requirements and to-do list to make transition	Jeanne H	3/18/2015	In Progress	
Communications	Communications: What is NHRMA for general public	Jeanne and Patty H	3/31/2015	Not Started	
Awards	Review application process and rebranding of awards	Patty H and Patty B, Lisa, Ophelia	3/31/2015	In Progress	
Professional Development	HR Academies surveys review to define whether level of attendees is an issue or a perception	Mary Nance and Melissa Vigil	3/31/2015	In Progress	
SHRM Foundation	Foundation and SC Matching Grants	Lisa Dean	3/31/2015		
Conference	Conference: Profit sharing analysis and recommendation	Patty H, Patty B and Mary	4/15/2015	Not Started	
College Relations	Student Conference	Ophelia	4/17/2015	In Progress	
Professional Development	Academies curriculum	Patty H and Patty B	4/30/2015	In Progress	
College Relations	Marilyn Hoppen Grant	Ophelia	5/1/2015		
Communications	Newsletter articles due	Jeanne H	5/1/2015		

MEETING ADJOURNED

Meeting was adjourned at 1:09PM.

SHRM Update

NHRMA Meeting

February 18, 2015 : Anchorage, AK

Dianna Gould, SHRM-SCP, CAE

Field Services Director

[AK, ID, MT, OR, Pacific Council – GU, CNMI. WA, WY]

Bhavna Dave, PHR

Director of Talent

SHRM member since 2005



2015 SHRM Student Case Competition & Career Summit

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Registration Now Open!

The All New 2015 SHRM Student Case Competition and Career Summit!

LOCATIONS/DATES

East Division, Baltimore, Maryland; March 20-21, 2015

Central Division, Cincinnati, Ohio; April 24-25, 2015

Western Division, Ontario, California; March 13-14, 2015

** Students and advisors will still receive a discounted rate to attend.*

[Registration for the three Summits and Case Competitions is now open!](#)

For more information about the SHRM Case Competition and Career Summits, go to www.shrm.org/studentconferences

For general student related questions, please contact a member of your [regional support team](#) or SHRMstudent@shrm.org.

SHRM 2015 Annual Conference & Exposition

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Volunteer Leaders' Discount



<http://annual.shrm.org/>

In appreciation of your hard work and support as a SHRM Volunteer Leader, SHRM is pleased to again offer you a discounted conference registration rate. The discounted rate for the SHRM 2015 Annual Conference & Exposition will be **\$1,180**. This is the lowest individual rate for the 2015 Conference -- but act fast to make sure you don't miss the deadline.

Please don't miss out on your chance to register. To receive the discounted rate for Volunteer Leaders, be sure to **register by April 17, 2015**. [Registration online](#) is quick and easy! Visit the Annual Conference web site. While there, check out keynote speakers Sheryl Sandberg and Marcus Buckingham! If you prefer, you may register by using the [paper registration form](#).

SHRM Chapter Membership Requirements as of January 1, 2012

100%-Chapters

- Minimum of **25** SHRM members
AND
- **100%** SHRM membership

Non-100%-Chapters

- Minimum of **25** SHRM members
AND
- **51%** SHRM membership

Applies to all existing and new chapters - no grandfathering. Chapters not currently meeting new affiliation requirements will have a five-year period to do so (by **December 31, 2016**).

**2 years
to meet the requirements**

Dues Changed as of January 1, 2015

As of January 1, 2015

- Student membership rate increased from \$35 to \$40 after many years of no increases.
- Professional membership also moving from \$185 to \$190.
 - Use promotional code **0118** to offer a \$15 discount to first-time, new SHRM members.

We have a fantastic landing page that hosts the marketing resources Chapters/State Councils can download and use immediately.

The URL is www.shrmcertification.org/learning/chaptermarketing.

We have also provided details on how to use each of these tools. A few to mention:

- **Tile ad:** That you can post on your sites to promote Certification prep.
- **Testimonial video:** Files to download one of our videos to post on your site. (more are coming!)
- **SHRM Certification Presentation:** That was given by several folks during the SHRM Volunteer Leaders' Summit, in November. Per your request, we've updated it and added talking points for you to present info during meetings, if SHRM staff isn't available.
- **And more!**

We will continue to add new tools to this page as we create them!

We have also posted updated resources in the SHRM Certification Toolkit on the [VLRC](http://www.shrmcertification.org/vlrc).

SHRM Competency Certification :: Resources on the Volunteer Leaders Resource Center (VLRC)

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www.shrm.org/vlrc

Volunteer Leaders' Resource Center

SHRM Certification Webinar (Dec. 11, 2014) **New**
Certification Marketing Resources **New**
SHRM Certification Handbook
SHRM Recertification Handbook
SHRM Preferred Provider Resources
SHRM Competency Model Brochure (Dec. 2, 2014)
SHRM Body of Competency & Knowledge Graphic (Sept. 2014)
SHRM Certification Update Webinar (Oct. 21, 2014)
State Council Certification Director Job Description **New**
Chapter Certification Director Job Description **New**
CEO Update (June 3, 2014)
SHRM Certification FAQ



2014 Volunteer Leader Event Master Schedule

For volunteer news and articles, read the *SHRM Update*.

SHRM Update

SHAPE

Welcome to the Volunteer Leaders' Resource Center! This site is designed to assist you in your role as a SHRM volunteer leader.

Volunteer Leader Events - Week of 1/12

No events are scheduled for this week.

Important Dates and Deadlines

2014 SHAPE Year-End Reporting forms in the [SHAPE Center](#) - **Due 1/31/15** - Chapters and State Councils

If your officer terms follow the calendar year (i.e., start January 1), the [Chapter Leader Information Form \(CLIF\)](#) was due December 1st

If you have any changes in your volunteer leaders during the year, report them to your [Regional Administrator](#)

SHRM Chapters and State Councils will also be eligible for enhanced chapter support based on the number of SHRM certified members at the end of 2015 and 2016.

- State Councils will earn \$10 for every SHRM National member in the state who is SHRM certified on December 31, 2015
- Chapters in good standing will earn \$20 for every SHRM National member who designates the chapter as his/her primary and who is SHRM certified on December 31, 2015
- Incentive program will continue in 2016 as well
- Payments will be made in **January 2016** and **January 2017**

Thank you!

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We're here to help you!



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